





Our Team



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Problem



Phnom Penh looks to go green in its war on waste

Phnom Penh is looking to go green in its efforts to tackle the mountain of waste - nearly 3,000 tonnes - that the capital now produces each day, Keo Channarith, the director of the Dangkor Dumpsite Management Committee, said on Thursday.

phnompenhpost.com

Organic Waste:

- Over 1 million tonnes of waste is produced each year in Phnom Penh
- Farm animals' dung not being capitalized

Chemical Overuse:

- Cambodia consumed over 900K tonnes of agrochemical just in the first 5 months of 2021
- Cambodia's chemical fertilizer usage increased from
 0.5kg to 46.7kg per hectar from 1963 2020 (WDA, 2021)

Consequences:

- Climate Change
- Greenhouse gases
- Soil degradation
- Food insecurity
- Economic loss
- Loss of economic opportunity



Problem (cont.)



Mr. Ly, 50 years old, live in remote area, traditional farmer

- Limited access to farming knowledge
- Applied chemical fertilizer on rice farm
- Almost gave up on farming (not enough food to eat
- One of his children dropped out of school

In 2018, JUNLEN introduced vermicomposting to him, and he now leads 250 farmers in the area.



Solution











Upscaling
 Organic Waste

2. Raise earthworm

3. Investment in innovative farming

4. Contracting farming business model



Competition Matrix

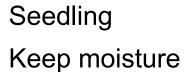
To produce the same amount of rice yield/ha we need...

Type of Fertilizer	Amount of product used on rice	Cost (\$)	Quality of Soil
JUNLEN	500kg-300kg	150\$-80\$	Improve from 100%-150%
Ordinary compost	1000kg-1000kg	80\$-80\$	Stay the same
Chemical fertilizer	100kg-200kg	200\$-400\$	Decrease from 100%-50%



Value Proposition







40 % increase yield production



Sustainable use of resources



Affordable



Healthy Foods



Client Pipeline







1. Smallholder farmers/ Animal dung suppliers

2. Urban gardeners/ Household waste supplier

3. Commercial farmers



Partners

Supportive Partners

Harpswell









Contracted Partners







IMPACTS

2 MILLIONS OF LIFE

GENERATE INCOMES, KNOWLEDGE, HEALTHY FOODS

JOBS CREATION 500 EMPLOYEES

FARMER FACILITATOR
R & D TEAM
QUALITY CONTROL
DELIVERY
SALE TEAM
MEDIA DESIGN TEAM
MARKETING & PARTNER STRATEGY TEAM





WATCH US!

https://www.youtube.com/watch?v=Co8wsXdPr3A&list=PLcR4oT_o-YJN2tHIFxXcVvt7effzt0HZL&index=2





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Appendix